

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Thomas E. Ward III, et al  
Application No. : To be assigned  
Filed : February 4, 2002  
Title : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION  
Grp./Div. : To be assigned  
Examiner : To be assigned  
Docket No. : 47840/RRT/I148



INFORMATION DISCLOSURE STATEMENT  
FOR A CONTINUING NON-CPA APPLICATION

Assistant Commissioner for Patents  
Washington, D.C. 20231

Post Office Box 7068  
Pasadena, CA 91109-7068  
February 4, 2002

Commissioner:

In compliance with the duty of disclosure under 37 CFR §§ 1.56, 1.97 and 1.98, enclosed are copies of Forms PTO-1449 and copies of Form PTO-892 from the parent application. The references listed thereon are not enclosed because they were of record in a parent application, Application No. 09/595,216, filed June 16, 2000.

It is respectfully requested that these references be considered in the examination of this application, and identified in the list of references cited on the patent issuing on this application.

Respectfully submitted,  
CHRISTIE, PARKER & HALE, hLLP

By

A handwritten signature in black ink, appearing to read "Raymond R. Tabandeh".

Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/cam  
Enclosure(s)  
CAM PAS412442.1-\*2/4/02 11:02 AM

Express Mail No. EL 904746472 US

FORM PTO-1449

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Attorney Docket Number

32714/JEC

Application Number

09/120,488

Filing Date

July 21, 1998

Applicant(s)

Ronald Alexander, et al.

Group Art Unit

2711

Examiner Name

N. Flynn

1050 U.S. PTO  
10/06/98  
02/04/02

## U.S. PATENT DOCUMENTS

EXAMINER INITIALS	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,589,892	12/1996	Knee et al.	348	731	
	5,592,551	1/1997	Lett et al.	380	20	
	5,602,596	2/1997	Claussen et al.	348	564	
	5,619,249	4/1997	Billock et al.	348	7	
	5,675,752	10/1997	Scott et al.	395	333	

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	0 550 911	12/1992	EPO				

## OTHER DOCUMENTS

EXAMINER INITIALS	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

EXAMINER SIGNATURE	DATE CONSIDERED
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE	

Sheet 1 of 1

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FORM PTO-1449

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Attorney Docket Number:

32714/LTR

Application Number

09/120,488

Filing Date

July 21, 1998

Applicant(s)

Ron Alexander, et al.

Group Art Unit

2711

Examiner Name

N. Flynn

## U.S. PATENT DOCUMENTS

EXAMINER/INITIALS	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
W	5212553	05/1993	Maruoka	358	188	
	5353121	10/1994	Young et al.	348	563	
	5398074	03/1995	Duffield et al.	348	564	
	5432561	07/1995	Strubbe	348	565	
	5434626	07/1995	Hayashi et al.	348	569	
	5452012	09/1995	Saitoh	348	563	
	5528304	06/1996	Cherrick et al.	348	565	
	5559548	09/1996	Davis et al.	348	6	
	5585866	12/1996	Miller et al.	348	731	
	5606374	02/1997	Bertram	348	565	
	5635978	06/1997	Alten et al.	348	7	
	5694176	12/1997	Bruette et al.	348	563	
	5699125	12/1997	Rzeszewski et al.	348	563	
	5737028	04/1998	Bertram et al.	348	563	
	5760821	06/1998	Ellis et al.	348	10	
	5781246	07/1998	Alten et al.	348	569	
	5790202	08/1998	Kummer et al.	348	553	
	5793438	08/1998	Bedard	348	569	
	5801747	09/1998	Bedard	348	1	
	5808694	09/1998	Usui et al.	348	569	
	5828420	10/1998	Marshall et al.	348	564	
	5844620	12/1998	Coleman et al.	348	461	
	5867227	02/1999	Yamaguchi	348	564	
	5903314	05/1999	Nijima et al.	348	564	
W	5917481	06/1999	Rzeszewski et al.	345	327	

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DEC 09 1999  
GROUP 2700

FORM PTO-1449

**INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT**

(Use several sheets if necessary)

DOCKET NO./ATTY.  
32714/LTRAPPLICATION NO.  
09/120,488APPLICANT  
Ron Alexander, et al.FILING DATE  
July 21, 1998GROUP  
2711**RECEIVED****DEC 08 1998****Group 2700****U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>W</i>	5 0 3 6 3 1 4	07/1991	Barillari et al.	340	717	
	5 1 0 5 1 8 4	04/1992	Pirani et al.	340	721	
	5 1 5 5 5 9 1	10/1992	Wachob	358	86	
	5 2 2 3 9 2 4	06/1993	Strubbe	358	86	
	5 2 3 3 4 2 3	08/1993	Jernigan et al.	358	181	
	5 3 1 9 4 4 5	06/1994	Fitts	356	376	
	5 3 2 5 1 8 3	06/1994	Rhee	348	528	
	5 3 7 7 3 1 7	12/1994	Bates et al.	395	157	
	5 4 1 0 3 4 4	04/1995	Graves et al.	348	1	

**FOREIGN PATENT DOCUMENTS**

	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

**OTHER DOCUMENTS**

(Including Author, Title, Date, Pertinent Pages, etc.)


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Group 2700

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>W</i>	5 4 4 0 6 7 8	08/1995	Eisen et al.	395	154	
	5 4 7 9 4 9 7	12/1995	Kovarik	379	265	
	5 5 2 3 7 9 6	06/1996	Marshall et al.	348	589	
	5 5 2 4 1 9 5	06/1996	Clanton, III et al.	395	155	
	5 5 2 6 0 3 4	06/1996	Hoarty et al.	348	7	
	5 5 3 4 9 1 1	07/1996	Levitan	348	1	
	5 5 4 1 6 6 2	07/1996	Adams et al.	348	460	
	5 5 5 7 3 3 8	09/1996	Maze et al.	348	565	
	5 5 5 9 5 4 8	09/1996	Davis et al.	348	6	

## FOREIGN PATENT DOCUMENTS

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						YES	NO

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INFORMATION DISCLOSURE STATEMENT  
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09/120,488APPLICANT  
Ron Alexander, et al.

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FILING DATE  
July 21, 1998GROUP  
2711

DEC 08 1998

Group 2700

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
M	5 5 5 9 5 4 9	09/1996	Hendricks et al.	348	6	
	5 5 5 9 5 5 0	09/1996	Mankovitz	348	6	
	5 5 8 3 5 6 0	12/1996	Florin et al.	348	7	
	5 5 8 5 8 3 8	12/1996	Lawler et al.	348	13	
	5 5 9 4 5 0 9	01/1997	Florin et al.	348	731	
	5 6 0 0 3 6 4	02/1997	Hendricks et al.	348	1	
	5 6 2 1 4 5 6	04/1997	Florin et al.	348	7	
	5 6 2 9 7 3 3	05/1997	Youman et al.	348	7	

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(T) Rev. 1/98

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FORM PTO-1449

## INFORMATION DISCLOSURE STATEMENT

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July 21, 1998GROUP  
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Group 2700

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>M</i>	✓ 5 6 3 0 1 1 9	05/1997	Aristides et al.	395	601	
	✓ 5 6 3 5 9 7 8	06/1997	Alten et al.	348	7	
	✓ 5 6 3 5 9 8 9	06/1997	Rothmuller	348	563	
	✓ 5 6 5 0 8 2 6	07/1997	Eitz	348	468	
	✓ 5 6 5 2 6 1 3	07/1997	Lazarus et al.	348	7	
	✓ 5 6 5 2 6 1 5	07/1997	Bryant et al.	348	9	
	✓ 5 6 6 1 5 1 6	08/1997	Carles	348	8	
	✓ 5 6 6 6 4 9 8	09/1997	Amro	345	342	
	✓ 5 6 8 9 6 6 6	11/1997	Berquist et al.	395	345	
	✓ 5 7 1 0 6 0 1	01/1998	Marshall et al.	348	564	

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

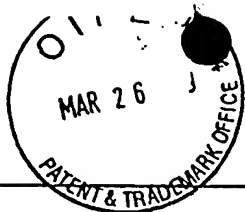
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32714/LTRAPPLICATION NO.  
09/120,488APPLICANT  
Ron Alexander, et al.FILING DATE  
July 21, 1998GROUP  
2711

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
M	5 5 8 5 8 6 6	12/1996	Miller et al.	348	731	
✓	5 6 5 0 8 3 1	07/1997	Farwell	348	734	
✓	5 7 3 4 8 5 3	03/1998	Hendricks et al.	395	352	

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## FOREIGN PATENT DOCUMENTS

Group 2700

	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

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JUL 19 1999


**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Attorney Docket Number	32714/LTR
Application Number	09/120,488
Filing Date	July 21, 1998
Applicant(s)	Ron Alexander, et al.
Group Art Unit	2711
Examiner Name	To be assigned

**U.S. PATENT DOCUMENTS**

EXAMINER INITIALS	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>M</i>	5,398,074	3/1995	Duffield et al.	348	564	

**FOREIGN PATENT DOCUMENTS**

EXAMINER INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

**OTHER DOCUMENTS**

EXAMINER INITIALS	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

EXAMINER SIGNATURE		DATE CONSIDERED	9/30/98
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			

Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**Notice of References Cited**Application No.  
09/120,488Applicant(s)  
Alexander et al.Examiner  
Nathan J. FlynnGroup Art Unit  
2711

Page 1 of 1

**U.S. PATENT DOCUMENTS**

	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS
A	5,850,218 ✓	12/98	LaJoie et al.	345	327
B	5,940,073 ✓	8/99	Klosterman et al.	345	327
C					
D					
E					
F					
G					
H					
I					
J					
K					
L					
M					

**FOREIGN PATENT DOCUMENTS**

	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
N						
O						
P						
Q						
R						
S						
T						

**NON-PATENT DOCUMENTS**

	DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
U		
V		
W		
X		

FORM PTO-1449

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

<b>Attorney Docket Number</b>	<b>39674/JEC/I148</b>
<b>Application Number</b>	<b>09/595,216</b>
<b>Filing Date</b>	<b>June 16, 2000</b>
<b>Applicant(s)</b>	<b>Thomas E. Ward, III, et al.</b>
<b>Group Art Unit</b>	<b>2743</b>
<b>Examiner Name</b>	<b>To be assigned</b>

**U.S. PATENT DOCUMENTS**

EXAMINER INITIALS	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

**FOREIGN PATENT DOCUMENTS**

EXAMINER INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	WO 96/07270 A1	03/1996	WIPO				
	WO 96/41477	12/1996	WIPO				
	WO 97/49242	12/1997	WIPO				
	0 762 751	03/1997	EPO				

**OTHER DOCUMENTS**

EXAMINER INITIALS	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

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Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<b>FORM PTO-1449</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)	<b>Attorney Docket Number</b>	<b>39674 /JEC/I148</b>
	<b>Application Number</b>	<b>09/595,216</b>
	<b>Filing Date</b>	<b>June 16, 2000</b>
	<b>Applicant(s)</b>	<b>Thomas E. Ward III, et al.</b>
	<b>Group Art Unit</b>	<b>2743</b>
	<b>Examiner Name</b>	<b>To be assigned</b>

U.S. PATENT DOCUMENTS						
EXAMINER INITIALS	DOCUMENT NUMBER	ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,610,653	03/1997	Abecassis	348	110	
	5,617,565	04/1997	Augenbraun et al	395	604	
	5,623,613	04/1997	Rowe et al	395	353	
	5,629,733	05/1997	Youman et al	348	7	
	5,635,978	06/1997	Alten et al	348	7	
	6,177,931	01/2001	Alexander et al.	345	327	

FOREIGN PATENT DOCUMENTS							
EXAMINER INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	0 762 751	03/1997	EPO				
	0 834 798	04/1998	EPO				
	0 854 645	07/1998	EPO				
	WO 96/07270	03/1996	WIPO				
	WO 96/17473	06/1996	WIPO				
	WO 96/31980	10/1996	WIPO				
	WO 96/41477	12/1996	WIPO				
	WO 97/13368	04/1997	WIPO				
	WO 97/49242	12/1997	WIPO				
	WO 98/27723	06/1998	WIPO				

<b>EXAMINER SIGNATURE</b>		<b>DATE CONSIDERED</b>	
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	<b>Application Number</b>	<b>09/595,216</b>
	<b>Filing Date</b>	<b>June 16, 2000</b>
	<b>Applicant(s)</b>	<b>Thomas E. Ward III, et al.</b>
	<b>Group Art Unit</b>	<b>2743</b>
	<b>Examiner Name</b>	<b>To be assigned</b>

FOREIGN PATENT DOCUMENTS							
EXAMINER INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	WO 98/43183	10/1998	WIPO				

OTHER DOCUMENTS	
EXAMINER INITIALS	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
	Supplementary European Search Report for Application No. EP 98 93 5889, completed on September 28, 2001

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Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**FEE TRANSMITTAL  
UTILITY PATENT APPLICATION**

J1050 U.S. PTO  
**10/066811**  
02/04/02

**DATE: February 4, 2002**

Docket No. : 47840/RRT/I148  
Inventor(s) : Thomas E. Ward III; Kenneth Hancock; Douglas B. Macrae  
Title : SYSTEM AND METHOD FOR MODIFYING ADVERTISEMENT  
RESPONSIVE TO EPG INFORMATION Duplicate ☒

**FEE DETERMINATION**

CLAIMS AS FILED					
	NUMBER FILED	NUMBER EXTRA	SMALL ENTITY RATE	LARGE ENTITY RATE	FEE
TOTAL CLAIMS	58 - 20	38	x \$9.00	38 x \$18.00	\$684.00
INDEPENDENT CLAIMS	5 - 3	2	x \$42.00	2 x \$84.00	\$168.00
MULTIPLE-DEPENDENT CLAIMS FEE			\$140.00	\$280.00	\$0.00
BASIC FEE			\$370.00	\$740.00	\$740.00
TOTAL FILING FEE					\$1,592.00
List Independent Claims: 1, 20, 39, 57 and 58					

**METHOD OF PAYMENT**

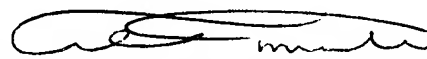
☒ Payment Enclosed: Check for \$ 1,592.00

☒ The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required during the **entire pendency** of the application to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. **A duplicate copy of this sheet is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By



Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900